

# Public Involvement Plan

in support of the

## WRIA 9 Salmon Habitat Plan

Green/Duwamish and Central Puget Sound Watershed  
Final January 8, 2004

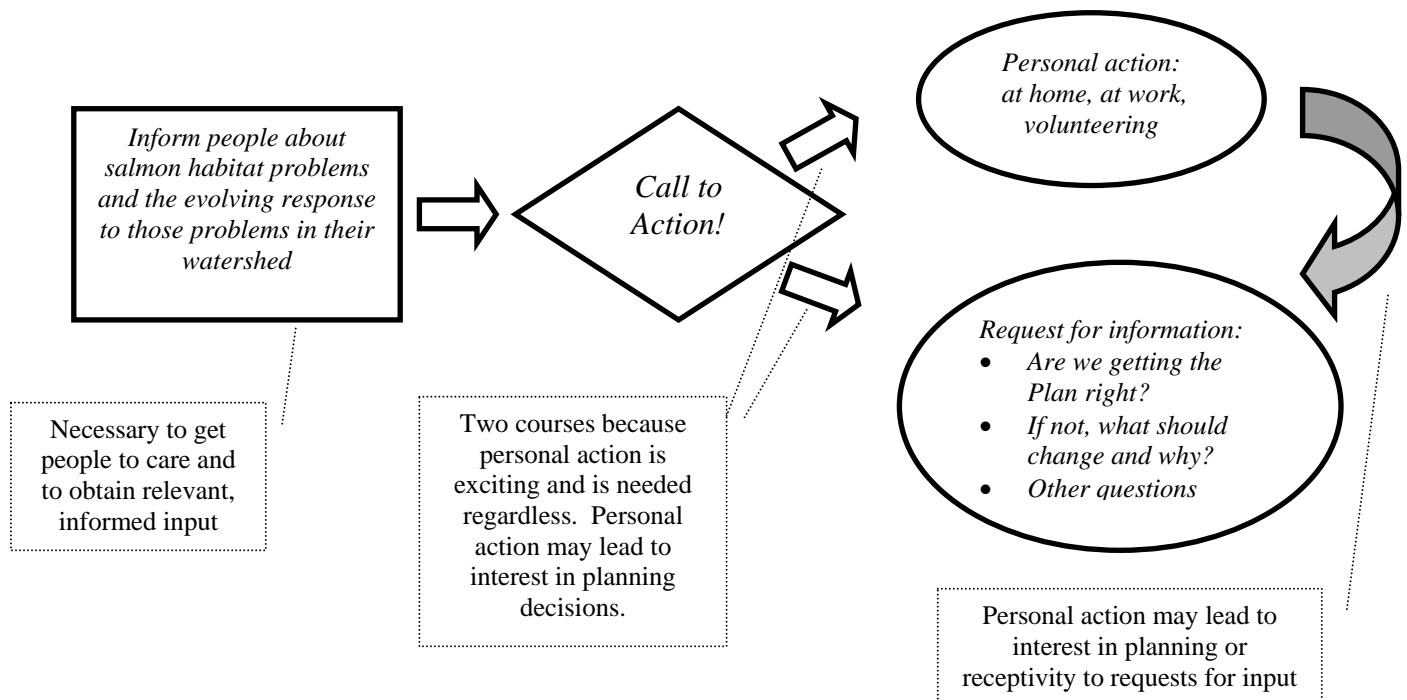
### Goals of Public Involvement

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- Inform people about salmon habitat problems and the evolving response to those problems in their watershed
- Incorporate public suggestions, local knowledge, and citizen volunteer efforts into the WRIA 9 Habitat Plan to maximize the likelihood that the Plan can and will be implemented
- Encourage citizens to get directly involved in helping salmon habitat and encourage them to support actions carried out by local governments

### Public Involvement Strategy

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## Objectives of Public Involvement

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Numbered for reference purposes, not in priority order.

1. Help people understand why they should care about salmon and salmon habitat, particularly when salmon is a “done” topic and salmon returns in recent years have been on the upswing. Help people see that local government actions such as critical areas ordinance updates and stormwater management are motivated in part by salmon protection.

*How measured: See next objective.*

2. Interested citizens will understand the basic scientific/technical issues of salmon habitat protection and restoration (e.g., salmon habitat needs, how salmon habitat is damaged, various approaches for improving salmon habitat).

*How measured: Evaluation forms filled out by those who participate in meetings and on-line surveys. This may also be evaluated quantitatively: are the majority of the comments relevant to the Plan, informed by the scientific/technical issues, and usable by the Steering Committee in drafting/editing the Plan?*

3. One of the following two for each person reached:

*Either:*

- Interested citizens will provide input (suggestions, local knowledge, and citizen volunteer efforts) considered in the Habitat Plan. People will provide informed comments about the social, economic, and political costs/tradeoffs of potential solutions.

*How measured: Numbers of comments/ numbers of comments submitted in writing, e-mail, Web form, etc. Also, diversity/range of opinions received.*

*Or (in some cases, and)*

- People in the watershed will commit to make at least one change in their daily lives to help water quality and salmon. We may provide a list of the top five things people can do. One action would be focused on those who live adjacent to water. Actions will be chosen based on potential benefit to habitat and, to a lesser extent, to illustrate the major problems facing the watershed.

*How measured: Follow up a month after talking to people to find out whether they have adopted a salmon-friendly practice as a result of the communication. Perhaps give out mail-in pledge form with check box allowing follow up for measurement purposes (raffle could be used to promote sending in forms).*

4. Steering Committee will review comments and revise the Habitat Plan where appropriate to address those comments.

*How measured: Comments will be recorded and reviewed systematically (as with the Near-Term Action Agenda); the response of the Steering Committee to each*

*comment or group of similar comments will be recorded and reported back to citizens.*

5. In the short term, interested citizens will support adoption and implementation of the Habitat Plan.

*How measured: Support for Habitat Plan is clearly expressed to local elected officials by citizens and exceeds opposition to the Habitat Plan.*

6. In the long term, interested citizens will support government actions required to implement the Habitat Plan and will increase their participation in daily activities and volunteer events to protect and restore salmon habitat.

*How measured: [Not clear; requires baseline information that is not available.]*

## **Guidelines for Seeking Public Input**

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- Seek input before decisions are made.
- Ask questions that the public can answer (topics such as community priorities) rather than detailed scientific/technical questions. (We should be open, however, to technical information offered by the public if we can verify it [e.g., fish presence in a certain stream]).
- Focus on decisions and key issues, rather than feelings, when asking for input.
- Ask only when there is a clear process for gathering input, collating or summarizing it, and presenting it to decisionmakers. This guideline is particularly important if scientific conclusions differ considerably from social and economic values.
- Ask only when decisionmakers can and will consider public input and apply it to the decision making process.
- Inform the public how their input was received, how it was considered, and what decisions were made. This guideline is particularly important if scientific conclusions differ considerably from social and economic values.
- Public information/education about the watershed ecosystem and how people are part of it is an essential part of public involvement because:
  - It can help motivate participation (either personal action or planning input)
  - A basic understanding of the scientific/technical problems will help people offer good input
- Communicate simply and succinctly, at a level to ensure that basic scientific information will be meaningful to the average person.
- Habitat planning is not inherently exciting. Those we contact should be encouraged to provide input but if they are not interested, an option should be provided: personal behavior change. Moreover, people's actions tend to shape how they view themselves and what they care about. If we are successful in encouraging this change, it increases the likelihood that asking for planning input at a later date will

result in planning participation. Finally, persuading people to make changes in their daily lives requires explaining the habitat problems and what causes them.

- Wherever possible, approach people using existing forums (e.g., Chambers of Commerce, service clubs, regular community events, etc.).
- Emphasize the value of the Habitat Plan in terms of improved water quality, healthier environment, and greater quality of life in *our* streams, rivers, and the Puget Sound shoreline, not just for today but for future generations.

## Management of Expectations

While decisionmakers should use public input, they are neither bound by it nor limited to it. The public should understand that decisionmakers will make choices in light of scientific facts, scientific uncertainty, fiscal constraints, legal requirements, and public input. Public input also will come through the participation of every Steering Committee member.

Equally important, decisionmakers should recognize that citizens who offer their opinion will want to know how the input was used and why decisionmakers make the choices they do.

## Audiences

While the general public is the ideal audience, only small portions of this audience can be reached using mass media techniques given cost and fragmentation of the market. A more fruitful approach will concentrate on specific audiences that are more likely to be interested and take the time to either offer comments or take steps in their own lives to help salmon habitat.

Because of limited time and resources, suggested audiences are listed in tiers of descending priority. “Best Approaches for Reaching” refers to how we could inform them of our effort; tools and schedule laid out in other parts of this plan would provide the opportunities for them to learn more and tell us what they think.

### Tier 1: Must Reach

<b>Audience</b>	<b>Difficulty of Reaching/ Effort Required to Reach</b>	<b>Best Approaches for Reaching (Other Tools Will Provide Involvement Opportunities)</b>
City/County Council members	Medium: easy to reach but time-consuming to do all 16 governments	Speaking Events (in the first six months of 2004, each council or relevant council

		committee should be briefed on the Habitat Plan)
People who have expressed an interest in planning or who have volunteered on WRIA 9 restoration projects during 2000-2003	Easy	Direct mail or e-mail to about 300 persons Website
State legislators/federal legislators (see “Appendix B”)	Medium: limited group	Will include on various planning e-mail lists; talking points prepared; watershed tours
Chambers of Commerce, ESA Business Coalition, Duwamish Business Coalition, business members of Duwamish River Cleanup Coalition and Environmental Coalition of South Seattle	Easy/Medium	E-mail to Executive Directors Also through South County Chambers Coalition reps (DeAnna Burnett Keener and Alex Truchot)
Commercial farmers, mostly on the Middle Green but some on the Lower Green and Enumclaw Plateau (through King County contacts)	???	Direct mail with help from King County Agriculture Program? Through King County Agriculture Commission rep (Judy Taylor)
Property owners along streams/rivers/Puget Sound bluffs and beaches	Time-consuming and costly	Direct Mail: Need to obtain mailing list from cities/County
Sport fishers	Easy to do with clubs such as Green River Steelhead and Trout Club	Speaking Events Fliers in sporting goods stores/tackle shops?
Environmental, volunteer restoration, parks/open space groups, and environmental education/interpretation organizations	Easy	Speaking Events E-mail (Dennis has list of groups/contacts)

## Tier 2: Should Reach

<b>Audience</b>	<b>Difficulty of Reaching/ Effort Required to Reach</b>	<b>Best Approaches for Reaching (Other Tools Will Provide Involvement Opportunities)</b>
Recreational users (kayakers and	Easy with established	Sign placement at popular

rafters)	groups such as the Green River Boating Advisory Group Hard with individual recreationalists	put-ins? E-mail/direct mail to people on Corps distribution list
Vashon/Maury Island Community Council	Easy	Speaking Event: work with Vashon-Maury Island CC rep (Susie Kalhorn)
Neighborhood Community Councils in Seattle	Easy?	Speaking Events: work with Seattle staff
Developers	Medium	Speaking Events; E-mail Also through Master Builders Association representative on the Steering Committee
Service clubs (e.g., Rotary, Kiwanis, Lions, etc.)	Medium (time consuming)	Speaking Events
Natural Yard Care program graduates	Easy	Speaking Events E-mail
Golf courses (some municipally-owned)	Medium	E-mail/direct mail
Hobby farmers	Hard (how to identify?)	Possibly through KCD and other networks (e.g., Horses for Clean Water)

## Tier 3: Good to Reach but Not Essential

<b>Audience</b>	<b>Difficulty of Reaching/ Effort Required to Reach</b>	<b>Best Approaches for Reaching (Other Tools Will Provide Involvement Opportunities)</b>
Industries/business to be determined based on the direction of the Habitat Plan	Unknown	Duwamish Business Coalition
Park users (e.g., Flaming Geyser State Park, Green River Trail, Seahurst, Redondo, etc.)	Medium	Sign placement at popular spots?
Predominantly immigrant groups who fish in the Duwamish (hard to reach/communicate with)	Hard	Sign placement at fishing piers? EJ programs at City of Seattle and EPA?
Water/sewer utilities	Easy?	E-mail

## Schedule

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On-going activities *not shown* on this schedule (described below under “Tools”):

- Internal Jurisdiction Communication
- Speaking Events
- Festival Participation (mostly summer)
- Website
- Tri-Panel Display
- Stewardship Activities

<i>Approximate Date</i>	<i>Activities (see “Tools” below for more information on activities)</i>	<i>Purpose</i>
Winter 2004	<ul style="list-style-type: none"> <li>• <b>Media Outreach:</b> articles in local newspapers/city newsletters</li> <li>• <b>Interpretive Graphic</b> development begins</li> <li>• <b>Briefings to Steering Committee groups and cities/County</b></li> </ul>	<p>Increase awareness, begin developing understanding of Habitat Plan</p> <p>Tool for explaining problems and solutions to all audiences</p>
January or March 2004	<ul style="list-style-type: none"> <li>• <b>Mini-Public Meeting/ Workshop #1</b> (preceding Steering Committee meeting) on:               <ul style="list-style-type: none"> <li>- Social/economic/ political considerations and criteria</li> <li>- Issues people are concerned about</li> <li>- Brainstorm actions to consider as part of Plan</li> </ul> </li> <li>• <b>(Optional) Test Survey/Poll</b> (not statistically valid)</li> </ul>	<p>Input used to refine social/economic/political considerations and criteria; input on actions added to list of potential actions Steering Committee considers</p> <p>Test poll used to evaluate level of science education required to obtain good input and issues people concerned about and why</p>
Spring 2004	<ul style="list-style-type: none"> <li>• <b>Media Outreach:</b> articles in local newspapers/city newsletters</li> <li>• <b>Interpretive Graphic</b></li> </ul>	<p>Increase awareness of Habitat Plan</p> <p>Graphic is tool for explaining problems and</p>

	<p>updated for alternatives development</p> <ul style="list-style-type: none"> <li>• <b>Speaking Events</b> to existing groups will be strongly pushed</li> <li>• <b>(Optional) Public Access Television Show</b></li> </ul>	solutions to all audiences
May or July 2004	<ul style="list-style-type: none"> <li>• <b>Media Outreach:</b> articles in local newspapers/city newsletters</li> <li>• <b>Briefings</b> of city councils</li> <li>• <b>Watershed tour</b> for State legislators and others</li> <li>• <b>Mini-Public Meeting/ Workshop #2</b> (preceding Steering Committee meeting) on alternatives</li> <li>• <b>(Optional) Survey/Poll</b> (not statistically valid)</li> </ul>	<p>Educate/inform people about issues and opportunity to get involved</p> <p>Input used by Steering Committee to establish scope of alternatives</p>
September or November 2004	<ul style="list-style-type: none"> <li>• <b>Media Outreach:</b> articles in local newspapers/city newsletters</li> <li>• <b>Public Meeting/ Workshop #3</b> (as part of the Steering Committee meeting) on application of social/economic/political criteria to alternatives</li> <li>• <b>Briefings to Steering Committee groups</b></li> <li>• <b>Watershed tour</b> for State legislators and others</li> <li>• <b>(Optional) Survey/Poll</b> (statistically valid)</li> </ul>	<p>Input used by Steering Committee to evaluate/rank alternatives; particularly useful in evaluating/ranking actions that require citizen participation</p>



Winter 2005	<ul style="list-style-type: none"> <li>• <b>Interpretive Graphic</b> updated</li> <li>• <b>Speaking Events</b> to existing groups will be strongly pushed</li> <li>• <b>(Optional) Public Access Television Show</b></li> </ul>	
March or May 2005	<ul style="list-style-type: none"> <li>• <b>Media Outreach:</b> articles in local newspapers/city newsletters</li> <li>• <b>Radio show</b></li> <li>• <b>Public Meeting/Hearing #4</b> on draft Habitat Plan</li> <li>• <b>Speaking Events</b> to existing groups will be strongly pushed</li> <li>• <b>Briefings to Steering Committee groups</b> including city/County councils</li> <li>• <b>Briefing to State legislators</b></li> <li>• <b>(Optional) Focus Group</b></li> </ul>	<p>Input used by Steering Committee to revise Plan as necessary</p> <p>Focus group provides “ground truth” to use in evaluating input from public meeting and other sources</p>
Later 2005	<ul style="list-style-type: none"> <li>• <b>Public Meeting/Hearing</b> on draft Habitat Plan before Forum</li> <li>• <b>(Optional) Public Access Television Show</b></li> </ul>	Input used by Forum in deciding whether to accept or remand Plan (note: if Plan is remanded to Steering Committee, additional public meetings/hearings at the Steering Committee and Forum will be necessary)
Later 2005/Early 2006	Cities/County hearings on Habitat Plan as part of Council review and adoption	During this time, education/outreach efforts will shift toward the marketing/advocacy of the resulting Habitat Plan and communication will be primarily one-way (e.g., from us to the various audiences)
Possibly 2004-2005	Presentation of habitat plan with/to Puget Sound Shared	Shared Strategy may offer some opportunities to do

	Strategy and NOAA Fisheries	outreach for the WRIA 9 Habitat Plan
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## Topics for Public Input

In a broad sense, our questions for the public as we collectively create the Habitat Plan are:

- Are we getting the Habitat Plan right?
- If not, what should change *and why*?

More specifically, public input is especially valuable in four areas:

- Inclusion of local knowledge into the Habitat Plan (including information about existing activities and verifiable scientific information);
- Discussion of social/economic/political criteria;
- Developing broad alternatives and, perhaps less likely, offering specific recommendations for the Plan; and
- Applying the criteria to the projects, policies, and programs considered for the Habitat Plan (evaluating the alternatives).

Two final opportunities for input occur when the substance of the Habitat Plan will be largely complete in draft form and *review* is required:

- When the draft Habitat Plan is being reviewed in its entirety by the Steering Committee (in 2005) and
- When the WRIA 9 Forum reviews the Plan prior to adoption or remanding it to the Steering Committee (also in 2005).

One fundamental, currently unanswered question with regard to public input: *to offer informed and usable input, to what extent must members of the interest public be informed/educated about what are likely to be complex scientific/technical issues?*

The answer matters because greater education requires a significantly more involved public involvement process and more time from members of the public. An answer to this question will probably emerge through trial-and-error and argues for early efforts to begin asking questions to see what quality of input we receive. Based on the early results, we can alter the mix of efforts directed to education/input.

These six opportunities are described at greater length below.

(We assume that local jurisdictions will provide public comment opportunities as their councils deliberate on whether to approve the final Habitat Plan. However, at that point, there probably will not be the opportunity for comments to cause changes to the Habitat Plan. Also, we expect that the overall Puget Sound Shared Strategy for chinook will include public comment opportunities.)

### ***Inclusion of Local Knowledge***

We should expect and provide opportunities for people to offer information about local habitat conditions, protection and restoration activities, and opportunities. This topic also encompasses different interpretation of our science work. It is unclear how likely this

prospect is but other related efforts (e.g., King County Critical Areas Ordinance update) have produced a lot of discussion with the public about the science. To be useful, such comments will have to be informed by and address the science being used by the Steering Committee. Comments on the science and local knowledge related to fish use of habitat will be forwarded to the Technical Committee for its consideration. The Technical Committee is probably the best arbiter of whether submitted information is valid and usable.

### ***Input on Social/Economic/Political Criteria***

During the application of social/economic/political criteria to alternatives in the Habitat Plan, we could possibly employ several “screens” composed of some of the criteria listed below. (Some criteria may be suitable for multiple “screens.”) Given the necessity of a “science-based approach,” we could run alternatives first through the technical/scientific criteria screen. There may be a second hybrid science/policy screen. Finally, we could evaluate those that “pass” the first two screens in terms of a final set of social/economic/political criteria.

Possible social/economic/political criteria (final “screen”) include:

- Socially/politically feasible?
- Local support exists?
- Urgency/threat/prioritization: Should it occur sooner or can it occur later? Will opportunity be lost if action is not implemented now?
- Timing/readiness to proceed: If we agree to it, can it be acted upon in a timely fashion? (considerations: local government budget cycles, Salmon Recovery Funding Board funding, NOAA Fisheries review)
- Timeframe: Time needed to carry out?
- Direct benefits to people in addition to salmon habitat (e.g., flood control, wildlife habitat, recreation, etc.)?
- Cost?
- Cost/benefit ratio?
- Who bears cost/burden?
- Funding availability?
- Leverages funds from outside the region?
- Relationship to other plans/efforts?
- Builds on earlier/existing project/program?
- Builds stronger constituency for protection/restoration?
- Location in watershed?
- Other \_\_\_\_\_

With regard to the criteria above, we could ask the public to:

- Add other criteria
- Narrow/consolidate the number of criteria
- Weight the criteria

Narrowing or weighting the criteria may be difficult since it’s not unreasonable to say that they are all worthwhile. Also, it may be hard to have a good discussion about the criteria in the abstract (i.e., without looking at the alternatives).

The development of the “ecological economics” aspect of the Habitat Plan may also crystallize questions that the public can answer.

### ***Input on Developing Alternatives***

Prior to or at the time we develop the alternative pieces of the plan, we could ask for input from the various audiences. Questions should seek information about which actions people favor and the scientific justification for their reason (if any). For example, we could ask the following two questions:

1. What do ***you*** think are the biggest ***habitat*** problems for salmon?
2. Local governments are working to protect salmon now using a variety of tools. Which ***three*** of the following tools would you like local governments to do ***more*** of? And ***why***?

We could provide a pick list. This question will help us understand responses to the next question as well as education needs.

This question will help us gauge the popularity of various tools. A slightly different approach is to list all the good ideas we’re considering and their cost/benefits. Then give people a budget of \$100 and ask them to allocate the money among the activities.

- Buying important salmon habitat from willing landowners  
*pros: voluntary, cheaper to protect land than restore it, places more land under government control*  
*cons: requires tax dollars, doesn’t result in improvement, places more land under government control*
- Paying/providing incentives to willing landowners/developers to protect habitat on their property (for example: conservation easements)
- Restoring/improving damaged habitat
- Educating people about what they can do in daily life to help salmon (for example: lawn care, car care)
- Educating people about local salmon, habitat, and watershed issues
- Involving people in volunteer restoration events such as planting trees and removing non-native vegetation
- Providing money and technical support to volunteer groups
- Providing a forum for on-going discussion and action on salmon habitat issues
- Enforcing existing regulations
- Adopting more stringent regulations

We could list significant pros/cons associated with these actions to further encourage careful thought.

A related question could focus on the mix of projects, programs, and policies that should go into the plan alternatives.

— Other \_\_\_\_\_

3. What are your ideas on how to protect and improve salmon habitat, especially “out of the box” ideas that you think should be at least considered?

We asked this question back in 2001 and received some answers that verged on being usable but it was a small sample size (about 15 responses). Asking this of a larger audience might elicit some creative, usable ideas.

### ***Input on Alternatives Evaluation***

The public should be able to learn about and comment on the evaluation of the alternatives. This evaluation is expected to be methodical, evaluating each alternative in light of various criteria. It is likely that the public and the Steering Committee can use the same approach when evaluating the alternatives in light of the social/economic/political criteria.

This evaluation is likely to be complicated and is probably going to require some time from members of the public who wish to comment effectively. To keep us on schedule and to allow Steering Committee members to hear input directly, interested citizens could participate alongside Steering Committee members in a hybrid public-Steering Committee workshop.

### ***Input During Steering Committee/Forum Review***

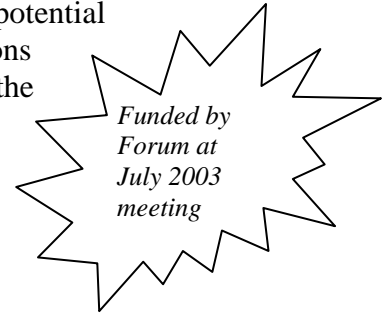
Input during the Steering Committee review of the draft Habitat Plan entirety will provide the public a chance to see the Habitat Plan as a whole and make comments accordingly. Simultaneous public and Steering Committee review of the draft Near-Term Action Agenda in early 2002 proved effective. One great benefit of this approach is that Steering Committee members benefit from public comments and can respond to them at the same time they offer their own edits. The public will be encouraged to offer comments on any part of the Habitat Plan, with the understanding that challenges to the science are unlikely to be responded to in the absence new facts or compelling alternative conclusions.

Public comment during the Forum review will provide Forum members with clear indications of whether and where support and opposition to the Habitat Plan lies. As outlined in the WRIA 9 Interlocal Agreement, the Forum will decide either to approve the Habitat Plan in its entirety or remand it to the Steering Committee. The Forum cannot make changes to the Plan. Public input should be solicited with this caveat so that people are not surprised if changes they request are not acted on, even if worthy. (Note that the Plan will include an adaptive management component, which allows for the inclusion of popular, effective actions at a later time.)

## Tools

Actions listed on the Schedule (above) are described briefly here. The exact mix of actions will be determined by the Habitat Plan schedule as it unfolds as well as the availability of money, staff resources, and time.

- **Interpretive Graphic** of the watershed showing problems and potential solutions. Distilling information about the problems and solutions in the watershed and translating them onto a bird's eye view of the watershed will help people understand what we are trying to do. A high-quality graphic, similar to those used in USA Today or National Geographic, will improve understanding.



Who: Consultant working with Public Outreach Work Group and others  
 Audiences: All, including the Steering Committee and Forum  
 When: Possibly in iterations: once before alternatives are developed to illustrate key problems and then again once alternatives have been drafted

- **Briefings to Steering Committee groups.** Steering Committee members are responsible for briefing their constituencies. Involvement/understanding by more people in each city/county than those currently actively involved in the process is important. Briefings supported by WRIA staff can help Steering Committee members to keep their constituencies informed in and involved in the plan's development.

Who: Steering Committee members  
 City staff in WRIA planning process  
 WRIA staff (Dennis Clark)  
 Audiences: Groups represented on Steering Committee  
 When: During first half of 2004 to prep  
 Prior to key decision points (see "Schedule" above)

- **Brochure/fact sheets for jurisdictions.** A brochure or fact sheet summarizing the salmon habitat planning process and providing information on how to learn more (e.g., the website, speakers bureau) can be provided for each jurisdiction for distribution via brochure racks, development application packets, etc.

Who: City staff in WRIA planning process  
 WRIA staff (Dennis Clark)  
 Audiences: General citizens, developers  
 When: During first half of 2004 to prep

- **Public Meeting/Workshop** at key points in Habitat Plan process. Combine with Steering Committee meetings

Key issue will be both number of meetings and number of locations. Also, it is much easier to reach people through established groups than through stand-alone meetings.

where possible; ideally, public learns alongside Steering Committee. Could hold workshops in multiple locations in the watershed if interest warrants. Format will be determined according to input needed.

E-mail and direct mail will be used to notify people of these and other similar input opportunities. Also, money has been allocated to pay for display ads in newspapers.

Who: Jurisdiction staff  
 WRIA staff  
 Audiences: Key audiences listed above  
 When: Prior to key decision points (see “Schedule” above)

- **Media Outreach** including:
  - Placement of articles/op-ed pieces in smaller community newspapers, city newsletters, and newsletters of groups such as Chambers of Commerce and environmentalists
  - Placement in the Seattle Post-Intelligencer Monday/Wednesday series on public policy called “Getting Involved”
  - 4-5 part series of subject-specific articles to run during 2004-early 2005 period in weekly newspapers and city newsletters; focus is on key findings of Strategic Assessment and policy questions Steering Committee working on; will also include recommendations on behavior change that relate to problems described
  - Field trips for reporters/editors of daily newspapers and radio/TV reporters
  - Where possible, media outreach should be done collaboratively to underscore cooperative nature of watershed planning and diversity of issues in watershed

Who: Each jurisdiction has lead in own jurisdiction  
 WRIA staff provide common tools (placed articles, op-ed pieces)  
 Audiences: All  
 When: Prior to key decision points (see “Schedule” above)

- **Radio.** Propose a story to public radio at the time the draft Habitat Plan is done and out for review. Offer members from the Steering Committee and Technical Committee as guests. Desired stations include KUOW and KPLU and AM 710 (Dave Ross). Another possibility is the “one minute story” on KMTT.

Who: To be determined  
 Audiences: Selected radio audiences  
 When: Early 2005

- **Legislator Outreach.** Inform state legislators about watershed planning and action for salmon habitat and demonstrate local success in defining and solving problems. Request their suggestions/assistance in spreading watershed success and Habitat Plan comment opportunities to their constituents. Request their support for current WRIA

9 priorities and for implementation of recommendations in the WRIA 9 Habitat Plan that would benefit from state participation/support. Activities include:

- Conduct two field trips in 2004:
  - May (juvenile out migrants) and September (adult chinook)
  - Visit preservation and restoration sites that are completed, underway, and planned
  - Involve electeds and active citizens from participating jurisdictions
  - Possible projects: Burien Seahurst Seawall, Site 1, Codiga Farms, Rosso Nursery, Auburn Narrows (and if time allows, the Corps gravel/wood project at Kanaskat)
  - Tour could conclude with salmon barbecue if suitable host/location can be found
- Conduct briefing of legislators in spring 2005 as draft Habitat Plan is being completed to discuss role of state in supporting implementation.
- Ask cities/county to include salmon habitat planning and action as element in lobbying of state legislators.
- Notify legislators of other field trips planned for Steering Committee/Forum.
- Notify legislators of key public involvement opportunities.

Who: Jurisdiction electeds and staff  
 WRIA staff  
 Audiences: WRIA 9 legislators (see Appendix B)  
 When: Various times, see above

- **Focus Groups (Optional)** are one mechanism for gaining rich input of either the uninterested general public or specific audiences in the Habitat Plan development process. With an audience comprised of the general public (randomly selected), a focus group provides an opportunity to "ground truth" the policy and implementation ideas of the Habitat Plan. It differs from a poll in that it allows an exploration of the reasons why people like or dislike various elements of the Plan. Focus groups also can be used with specific audiences that would otherwise be difficult to reach (a financial incentive of \$75-\$100 is provided to focus group members to maximize their willingness to participate).

Who: Consultant/WRIA staff  
 Audiences: General, randomly-selected members of the public *or* specific audiences where more input is desired and not otherwise obtainable  
 When: As part of the criteria selection process, the alternative evaluation process, and/or the draft Habitat Plan review (see "Schedule" above)



- **Surveys/Polls (Optional)** can provide quantitative information about values and responses to alternatives. One promising approach are web-based surveys that approach phone surveys in terms of statistical validity. They are markedly cheaper. A survey or poll should be viewed as a supplement to other forms of input, of course. Its greatest value is in serving as a means of ascertaining how close or far other input may be from common views, at least on simpler questions. (Note that differences in opinions may result from different levels of knowledge or understanding about the problem, not simply a difference in values.) A survey or poll can be targeted to provide a random sample and/or be focused on the specific audiences listed above. Given the complexity of designing and running a statistically-valid survey, this can probably be done only once, ideally when alternatives have been developed and we are testing which ones are most acceptable.

The value of this tool can be determined later by the Steering Committee. Its greatest value is in providing input when the Steering Committee is unable to agree and looking for an independent source of direction.

Shorter polls/surveys can be administered in a non-statistically-valid manner (see “Topics for Public Input” above, specifically *Input on Developing Alternatives*). These surveys/polls could be directed at specific audiences or as opportunities present themselves. Using this informal survey, we could survey people who are particularly interested in or benefit from the river although they may not identify or be associated with groups listed above. Such people might be found, for example, enjoying parks along the river, such as Flaming Geyser State Park and the Green River Trail in Kent.

One drawback to either type of polls is the difficulty of providing enlightening education/information to the respondents. In other words, the input may be uninformed and thus of limited value.

Who:	Consultant/WRIA staff
Audiences:	Specific audiences listed above and/or randomly sampled members of the general public
When:	As part of alternative evaluation process (statistically-valid); at other key points to be determined (non-statistically-valid)

- **Public Access Television (Optional).** Make use of city/County TV channels as well as Puget Sound Access TV (beginning to broadcast fall 2003). Ideas include:
  - Two-three shows, each 30 minutes or 1 hour long. Include information on projects and programs in the watershed, clips from Steering Committee meetings highlighting key Plan issues, and information on what people can do in their daily lives. Shows can be rebroadcast multiple times on both Puget Sound Access and on City/County cable channels.
  - One show that rolls up information about problems in the watershed and a presentation/discussion of the options that the draft Habitat Plan is proposing for addressing them.
  - Announcements on the text-only city channel readerboards.
  - Participation in existing city TV shows such as Renton’s City View.

For the new shows, a key challenge is finding someone to produce the shows. Volunteers might be recruited from Green River Community College, Bellevue CC, Seattle Public Schools, and other institutions to assist with filming and other technical aspects. Nonetheless, this tool would require considerable involvement by the Public Outreach Coordinator, which will take time away from other activities.

Who: To be determined  
 Audiences: TV viewers bored with the home shopping channels or civic-minded enough to watch (90% of American households have cable or satellite TV)  
 When: Prior to key decision points, up to five shows

- **Educational Organization Partnership (Tentative).**

WRIA staff are currently proposing a partnership with a prominent educational organization that would provide a venue for distributing information and gathering input. If successful, this would represent an on-going activity and would involve WRIA 8 and WRIA 9.

*On-going activity*

Who: Partner organization  
 WRIA staff  
 Audiences: General public  
 When: On-going

- **Internal Jurisdiction Communication.** Just as it is important to distribute appropriate information to external audiences, it is imperative that we do the same for WRIA 9 jurisdictional staff as well. Once or twice a year, the lead

jurisdiction staff person to WRIA 9 should organize a briefing for relevant planning, public works, and other employees. The briefing would focus on the status of Habitat Plan development as well as current watershed projects. This briefing could take the form of lunchtime brown bags run jointly by jurisdiction and WRIA staff.

*On-going activity*

Who: Jurisdiction staff  
 WRIA staff  
 Audiences: Directly: city/county employees  
 Indirectly: public in each city  
 When: On-going

- **Speaking Events** that will continue to actively seek established audiences in the watershed ranging from Rotary and business groups to community associations

*On-going activity*

and environmental groups. (This has been occurring since 2001.) Will use PowerPoint presentations already developed. Activities in a given jurisdiction will include or at least notify relevant staff/elected officials.

An addition to the presentation format where feasible would be asking the audience to answer a short survey/poll to obtain their input. All audiences will be asked to act on what they've learned, either in terms of personal, daily behavior or in terms of filling out an input form.

Who: City elected officials/staff  
 WRIA staff (Dennis Clark)  
 Audiences: General public currently unaware of WRIA planning process as well as citizens already interested  
 When: On-going

- **Festival Participation** using the tri-panel display, watershed model, and EnviroScape model. (WRIA staff have been doing this since 2001.) Take advantage of other workshops/public meetings hosted as part of other, related planning processes such as Puget Sound Shared Strategy and Puget Sound Nearshore Restoration Project. With the cooperation of their sponsors, such events are at least an opportunity to distribute watershed-specific information and at most would be an opportunity to gather relevant input. Festival participation is first and foremost intended to encourage personal behavior change; a secondary and more distant objective is to solicit interest/input in the Habitat Plan. In addition to annual festivals, there may be other opportunities to set up the display (e.g., Sounder Transit stations for the morning commute).

*On-going activity*

Who: WRIA staff  
 Jurisdiction staff  
 Audiences: General public  
 When: Summer mostly

- **Website.** The WRIA 9 website is currently being revised to be more friendly for non-policy users. The website can include surveys/polls prior to key decision points. As with public events, the input obtained using this tactic will be limited to those who self-select this option.

*On-going activity*

Who: WRIA staff  
 Audiences: Already interested members of the public  
 When: On-going

- **Tri-Panel Display.** Display will continue to be placed, unstaffed, in libraries, city halls, and community centers. Display may be revised as part of implementation of Near-Term Action Agenda item #5.

*On-going activity*

Who: WRIA staff  
 Audiences: General public unaware of watershed planning  
 When: Placement on-going; revision in 2003 or 2004

- **Stewardship Activities** such as restoration projects to raise awareness of watershed planning process. Wherever possible, volunteer events include an education component about the restoration work itself, the role of the site in the larger watershed, and things people can do in their daily life to reduce their impact on salmon. Likewise, asking participant to fill out a survey/poll, will provide additional input to the process (limited by the fact that volunteer events are primarily in the spring and fall).

*On-going activity*

Who: Jurisdiction stewards  
 WRIA staff  
 Audiences: Volunteering public  
 When: Spring and fall

## Evaluation

Public involvement efforts should be evaluated where possible for the purpose of:

- Identifying better approaches to use in the future
- Documenting the effectiveness of our involvement efforts

Given the size of our watershed, an effort to measure changes in awareness across nearly 600,000 citizens seems prohibitively expensive. However, effectiveness of our efforts may be easier to measure if we ask those who participate in them.

Measures for success include (see also the “Objectives of Public Involvement” above):

- General public awareness of broad local salmon habitat efforts by interested citizens. (Baseline information about public perceptions about salmon recovery can be gleaned from polling and focus groups conducted by others for other purposes, such as the King County’s Annual Water Quality Survey.)
- Stakeholder awareness that a Habitat Plan is being developed and implemented for the watershed.
- The public supports watershed-wide and local salmon habitat efforts.
- Surveys after workshops/public meetings to determine the workshops were successfully in achieving public dialogue.

## Appendix A: Messages

Selected messages from the list below can be woven into outreach efforts. Repetition of these messages will help build awareness, understanding, and a “constituency for improvement.” They also may encourage individual behavior change (modestly) and participation in the public input process.

Depending on the audience, messages may need to also address some of the following major challenges in protecting and restoring salmon habitat:

- Seemingly-incongruous need to improve habitat at time when salmon returns are relatively good (role of ocean conditions)
- Disparity in impact of efforts on urban versus rural citizens owing to location of remaining good habitat
- Our watershed plan will be wrapped up with others through the Puget Sound Shared Strategy to provide the “habitat piece” of the chinook recovery plan (although we don’t know exactly how or when this will happen)

The messages we use in a given situation will depend on the audience, the tool, and the emerging content of the Habitat Plan.

### Message Package 1 (developed by WRIA 9 Public Outreach Work Group in 2001)

1. Salmon are in trouble. Overall numbers are declining **and the habitat they depend on is being damaged.**
2. **Protecting salmon and water quality also protects human health and quality of life, for us and for future generations.** The same watershed that is home to salmon provides us with drinking water, food, forest products, minerals, flood protection, recreation, transportation corridors, and a beautiful environment in which to live and work. In a broad sense, our community includes the natural environment and salmon.
3. An essential part of salmon recovery is protecting and restoring fish habitat in our Green/Duwamish and Central Puget Sound watershed (Water Resource Inventory Area 9). **Salmon need the kinds of habitat historically found in our diverse watershed** including:
  - The Green River tributaries high in the Cascade Mountains where salmon used to spawn and rear,
  - The scenic Middle Green where thousands of fish spawn each year,
  - The meandering river from Auburn to Tukwila where salmon can rear and through which they migrate,
  - Tributaries to the Green River such as Soos Creek and Newaukum Creek, which provide habitat for spawning and rearing,
  - The Duwamish and the estuary in Elliott Bay where the salmon continue rearing and adjust to life in salt water,
  - The streams of West Seattle, Des Moines, Normandy Park, Burien, Federal Way, SeaTac, and Vashon-Maury Island where smaller populations spawn and rear, and
  - The saltwater environment near the shoreline where young fish rear further before heading out to the open ocean.

4. Local governments, environmental groups, and businesses are already working to protect and restore salmon habitat. **Governments, businesses, environmental groups, landowners, and citizens like you are creating plans that will do more to help salmon.** To create plans that will work, they will be informed by science and community values.
5. **Everyone has to play a part in helping salmon.** Local governments are working to determine the role they are playing in salmon habitat protection and restoration.
6. Salmon need cold, clean, abundant water. **Protecting salmon means we need to think about how our everyday actions affect their habitat.** Local knowledge and individual actions are an essential part of protecting salmon and our watershed.

Message Package 2 (various messages used by the Public Outreach Coordinator)

- Salmon are an indicator of the health of our region and their survival and success will benefit both the human community and the environment
- We can take care of salmon habitat without compromising community or economic health – it's about fish, it's about people
- Salmon habitat efforts are improving the livability and quality of life in our communities
- We share the problems of this watershed and we all do things that affect water quality for good or bad
- Protecting salmon also protects your health, water quality, and quality of life
- Our local rivers and streams are part of a larger ecosystem -- the watershed
- We are moving together to improve salmon habitat today and plan for tomorrow
- We're working for future generations
- We are doing projects today and planning projects for tomorrow
- Watershed planning provides long-term salmon habitat goals and objectives for jurisdictions, businesses, and citizens
- Watershed planning ensures that we are careful about how we spend money
- All local governments are working together to create the watershed salmon habitat plan
- Our decisions will be based on the best available science
- Your concerns and values matter and will be used

## Appendix B Legislative Districts in WRIA 9

Legislators in 2003

WRIA 9 participants who have contacts with legislators are listed in parentheses.

Nearshore  
Focus

36th (Seattle: Magnolia, Queen Anne)

[Sen. Jeanne Kohl-Welles, D](#) (Rebecca Clark)

[Rep. Helen Sommers, D](#) (Tim Clark)

[Rep. Mary Lou Dickerson, D](#) (Tim Clark)

Nearshore  
Focus

43rd (Seattle: Downtown)

[Sen. Pat Thibaudeau, D](#) (Rebecca Clark)

[Rep. Ed Murray, D](#)

[Rep. Frank Chopp, D](#) (Rebecca Clark)

Nearshore  
Focus

37th (Seattle: SODO)

[Sen. Adam Kline, D](#) (Rebecca Clark, Jay Covington)

[Rep. Sharon Tomiko Santos, D](#) (Tim Clark, Jay Covington)

[Rep. Eric Pettigrew, D](#) (Jay Covington)

Entirely in  
WRIA 9

11th (Seattle: Duwamish, Tukwila, Renton)

[Sen. Margarita Prentice, D](#) (Jay Covington, Joan McGilton, Steve Mullet)

[Rep. Zack Hudgins, D](#) (Jay Covington, Joan McGilton, Steve Mullet)

[Rep. Velma Veloria, D](#) (Jay Covington, Joan McGilton, Steve Mullet)

Entirely in  
WRIA 9

34th (Burien, Seattle: West Seattle, Vashon-Maury Island)

[Sen. Erik Poulsen, D](#) (Joan McGilton)

[Rep. Eileen Cody, D](#) (Tim Clark, Joan McGilton, Steve Mullet)

[Rep. Joe McDermott, D](#) (Joan McGilton)

33th (SeaTac, Normandy Park, Des Moines)

[Sen. Karen Keiser, D](#) (Tim Clark, Joan McGilton, Steve Mullet)

[Rep. Shay Schual-Berke, D](#) (Tim Clark, Joan McGilton, Steve Mullet)

[Rep. Dave Upthegrove, D](#) (Tim Clark, Joan McGilton, Steve Mullet)

47th (Auburn, Covington, Black Diamond)

[Sen. Steve Johnson, R](#) (Rebecca Clark, Steve Mullet)

[Rep. Geoff Simpson, D](#) (Rebecca Clark, Tim Clark)

[Rep. Jack Cairnes, R](#) (Rebecca Clark)

5th (Maple Valley)

[Sen. Dino Rossi, R](#) (Rebecca Clark)

[Rep. Glenn Anderson, R](#)

[Rep. Cheryl A. Pflug, R](#) (Rebecca Clark)

31st (Auburn, Algona, Enumclaw)

[Sen. Pam Roach, R](#) (John Wise)

[Rep. Dan Roach, R](#) (John Wise)

[Rep. Jan Shabro, R](#) (John Wise)

30th (Federal Way)

[Sen. Tracey Eide, D](#) (Steve Mullet)

[Rep. Mark Miloscia, D](#)

[Rep. Skip Priest, R](#)

Entirely in  
WRIA 9

Mostly in  
WRIA 9